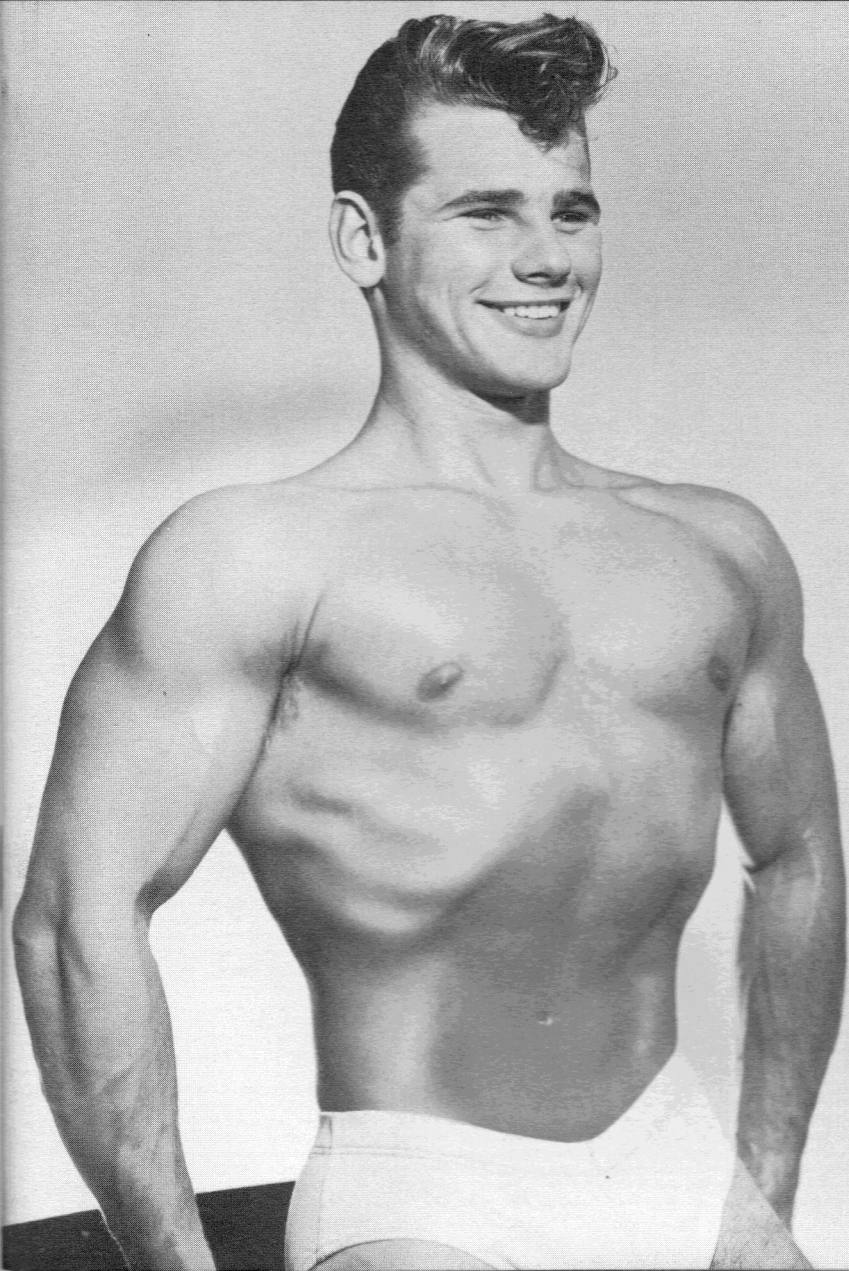


PHYSIQUE 35¢

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PICTORIAL



.....SUBSCRIPTION DATA: *Physique Pictorial* is published quarterly. Send all subscriptions and correspondence to *Physique Pictorial*, 1834 W 11th Street, Los Angeles 6, Calif (mailing address only). Subscription rates are \$1,25 1 yr, 3rd class \$2.50 for two years, by third class mail anywhere in the world. First class sealed rates are \$1.50 one yr U.S., or \$1.75 foreign; \$3 two yrs U.S., or \$3.50 2 years foreign. Comments and suggestions always appreciated and permanently filed for reference.

.....BACK ISSUES: MARCH 54, JUNE 54, FALL 54, WINTER 54, SPRING 55 at 41 cents each 1st class prepaid. *Revue Issue # 1* which contains the best photos of the 1952 editions of *Pictorial* may be had at 50 cents.

 FOREIGN REPRESENTATIVES: Readers in other countries can arrange to get *Physique Pictorial* and most of the items advertised therein from the following agents: GREAT BRITAIN: John Valentine, 23 Deanswood Drive Maortown, Leeds 17. Lon Agency 157 High Holborn, W.C. 1, London England. FRANCE: E. Silvien, 39 Rue Sainte Anne, Paris 1, FRANCE. DENMARK: Bedcentralen Filostrade 28, Copenhagen Denmark. BELGIUM: Muscles 17 rue Haute, Andrimont, Belgium. GERMANY: Gerhard Prascha Zeitschriften-Grossvertrieb Bottingerstrasse 14, Hamburg 13, Deutschland. Send stamped addressed envelope or equivalent to any of these for information.

Crucifixion of the Arts

Once admired throughout the world for its freedom of art and aesthetic expression, America is seemingly now willing to give up these precious freedoms because of the unceasing efforts of selfish pressure groups. In courts throughout the country this year we have heard of photographs of the human body posed in positions and under circumstances comparable to those in the Sistine Chapel of the Vatican referred to as obscene and indecent. Indeed, the U.S. government served a warrant on a man importing a book of Michael Angelo's paintings calling them obscene and indecent paintings. Only because of their fear of a high court test of the outmoded and unreasonable Comstock Act (which was slipped through on the last day of Congress in 1873) did the U.S. Post Office drop its case against the importer of "Lysistrata" a 2400 year old play which has delighted generations of intelligentsia, though the PO claimed it contained "many passages which are plainly lascivious". The book was defended by counsel for the American Civil Liberties Union.

In Los Angeles a group of taxpayers have sued to have a magnificent statue removed from a public building because it is "...obscene and vulgar..." In San Francisco 3 juries intimidated by the published statements of a highly prejudicial judge were pressured into returning verdicts of guilty in cases of photographers sending nude (not lewd) photos by mail to persons they claimed were qualified to use them. Their trials were a travesty on American justice, with expert testimony, countless examples of classic art all being barred by a court who insisted on a purely emotional interpretation. Proof that the community does accept at least some forms of complete nudity--such as the unrestricted showing at all neighborhood theatres of naked savages in motion pictures such as *Karamoja*, *Latuko* etc, were refused consideration by this judge who admitted to the assemblage, "I'm an old fashioned man".

Throughout the country many officials and pressure groups have demonstrated that they believe moral censorship should be a function of the state rather than of the church--at least so long as their own personal lives are not particularly affected. They view with contempt the cultural minority whom they regard as "eggheads" and take childish delight in chopping away at their rights of free expression.

To be sure, much opposition to nude art comes from well-meaning people who have been convinced by hysterical demagogues that nude representation will lead in some mysterious way to juvenile delinquency (the favorite whipping boy for all censorship projects.). How so? Has anyone heard of nude swimming and showering at YMCA's, High Schools, colleges etc making any juvenile delinquents? On the contrary, it is false and unrealistic social mores, the countless examples of holier-than-thou hypocrisy, which cause unstable youth to rebel. Unwilling to become hypocrites themselves, they turn in blind anger against ALL of our standards, and so a social problem is born.

Children reared on love and understanding could not be adversely affected by even the worst type of trashy literature or pictorializations. If their natural questions have been honestly and intelligently answered nudity holds no mystery to them. If they see it handled with taste, they take it for granted, while if they see it handled crudely they are disgusted and will have no part of it.

But we can never completely insulate our children from unfavorable influences any more than we can prevent their being exposed to a common cold. Censorships, purges, hysteria while destroying the American citizen's constitutional right to fully inform himself and to read and see what he pleases, have little effect on the really undesirable material young people always have and always will be able to obtain in any large city.

Perhaps part of their effort to make nudity seem to be obscene is a subconscious effort of would-be moralists to divert their own and other's attention from truly serious issues. By campaigning against such a helpless victim which has countless enemies built up by generations of taboo, they can be assured always of at least a partial victory and so they feel inner satisfaction they are making the world a better place. Not nearly so successful would be their efforts to ask their fellow man to give up selfishness, greed, deceit, hate, jealousy and other similar human failings which cause the bulk of all the REAL suffering in this world.

Can any intelligent person regard any art expression whatsoever as criminal? Can anyone suffer demonstrable harm from art--even at its inconceivable worst? Yet the penalties in America for nude art are more severe than Bank robbery, manslaughter, assault, official mal-practice and many other forms of undebatable crime wherein a criminal threatens the life, property and welfare of another person. In Los Angeles we heard a judge state he would condone the shooting of a man who would take a nude photograph. In San Francisco and New York recently, judges very clearly stated they felt any form of nudity represented a public menace and must be dealt with severely. In California a teacher will lose the right to teach for wearing a too-brief bathing costume on a public beach!

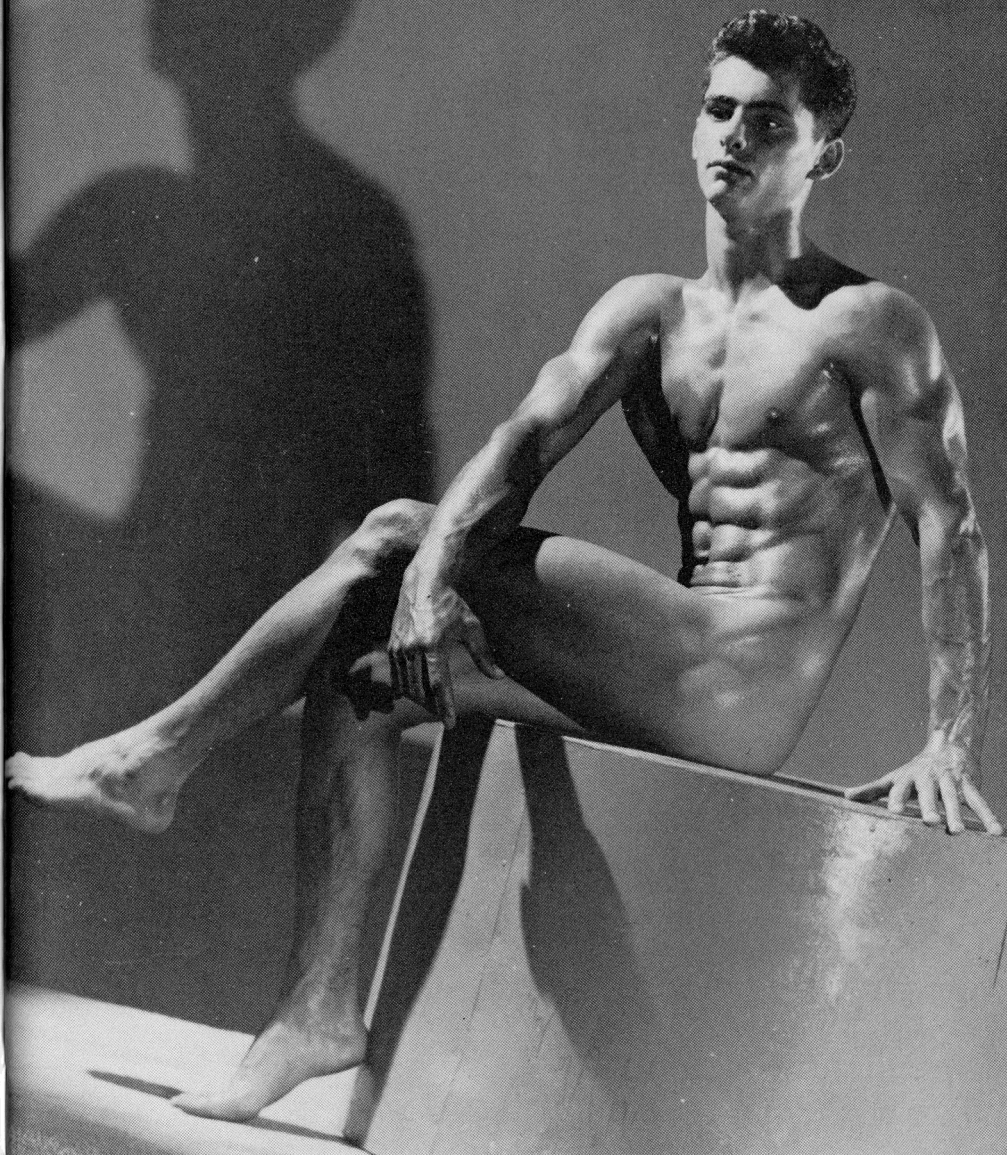
Like the zealots of the inquisition who burned and tortured "heretics," like the wicked men in Jerusalem 30AD who nailed a man to the cross because of his "dangerous" religious teachings, so will some men today see other men persecuted, humiliated and deprived of years of liberty because of a nebulous interpretation of what purely aesthetic choices shall be permitted their fellow man! Can the persecuted cultural minority look down from their cross today and say of those who crucify them, "Forgive them, for they know not what they do"?

 NUDE PHOTOS NOT AVAILABLE FROM ANY OF THE FIRMS REPRESENTED IN THIS BOOK! Because so many art schools require their students to prepare completely nude figures, physique photographers receive countless requests for this type of work. But government censorship forbids its being furnished. All work offered is of models in brief posing straps or more, carefully edited with a view to preventing any embarrassment to the studio or its customers.

The editor of *Physique Pictorial* who is also the photographer for the Athletic Model Guild, does not do any nude work and his personal views are that most figure studies have better harmony and beauty when the models wear brief garments, of neutral form and tone. However, he realizes many do not agree with this stand and he believes every photographer and artist should have the right to make his own decision on this matter. The American Civil Liberties Union has always actively opposed all forms of censorship, and through effective legal machinery have had many successes in this never-ending battle. You may want to join their program. Send them a dime for the pamphlet "Conformity in the Arts" Address: ACLU 170 Fifth Avenue, New York 10, New York

PLEASE SEND YOUR ANSWERS TO THESE QUESTIONS:

In order to give you the best possible book, the editors of *Physique Pictorial* require the detailed reactions and opinions of as many readers who are willing to help us. To facilitate tabulation, please list the numbers of the following questions on any sheet of paper with your answer following: 1.: What other physique magazines do you now read? 2.: Which is your favorite (Do not mention *Physique Pictorial*, but rather your preference of the other magazines.) 3.: What are the most common faults in physique magazines (including *Pictorial*)? 4.: What is the youngest to oldest age groups you feel should be represented in a physique book primarily directed to artists? 5: What is the preferred age group? 6.: Should representation be divided among slender well-proportioned or thru massive muscular builds or should it be restricted to certain types? 7.: What type of poses should be presented-- outdoor natural, so-called classic statuary, muscle display, dance, casual, others? 8.: How important is facial expression--should smiles or pleasantness be frequent or would sober dead-pan expressions be generally preferable? 9.: Do you feel the paintings and drawings included are suitable for this type of magazine--should there be more or less of such art work? 10. Who are your favorite models and why? 11: If you are willing to take the time would you tabulate your reactions to every model and photo in this issue. Editors carefully study these and are most grateful for your kindness in performing this service. Send tabulations to PP c/o AMG 1834 W 11 Street Los Angeles 6, California.

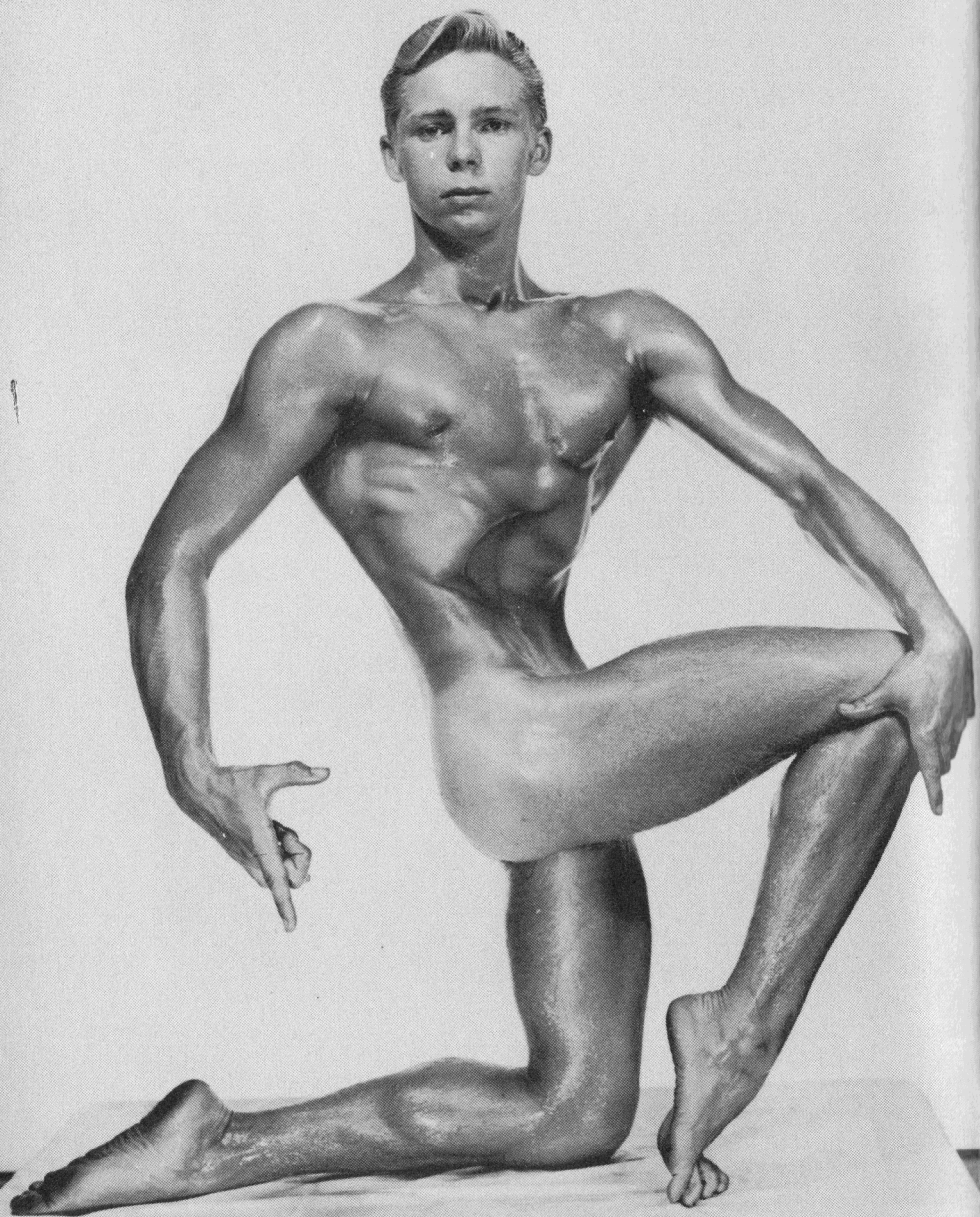


Above: Forrester Millard in one of his earliest studies made when he was only 16. Beautiful abdominals such as Millard displays here are rarely maintained by bodybuilders when they grow beyond their teens. To be sure, later years find bulk increasing, 18 inch arms et al, but the exquisite refinement of early youth is gone forever. Where has nature more beautifully expressed herself than in the human body? It's perfection is an inspiration to us all, that we may lead better, more wholesome, and fuller lives.

... Photo by Athletic Model Guild 1834 W 11 St Los Angeles 6, Calif who offer 4 different sets of 12 photos each (size 4x5) of Millard for \$2.50 per set, 4 catalogs of miniatures at 40c, and a set of 6 35mm color slides at \$3. AMG also offers 14 other Solo color sets including 4 new sets on models Richard Pursley, Bob Moore, Bob Reeves, and Franco Ceccarelli. All color sets \$3, or two sets for \$5. (9 Variety color sets, each having 6 models). AMG stocks dozens of sets of photographs ready for immediate shipment, as well as hundreds of individual model catalogs. It is important that new customers have all 20 of AMG's Master Index Catalogs: \$2 for the lot, as they review and give catalog numbers of 700 different models. Latest index catalogs are YL13-1, YM13-1, YN13-1. Latest bulletin is # 49, which gives a comprehensive listing of all late AMG material including the famous Budget groups.

ABOUT THE MAN ON THE COVER: JOE SURVILAS, 16, 5'10", 180 pounds, blonde, blue eyes. Won the first contest he entered. He loves to swim, hunt, and dance especially tangos, rhumbas, mambo and in fact all South American dances. Follows the theatre and motion pictures carefully because he hopes eventually to be an actor. His idol is Steve Reeves, and he hopes that one day he may become a Mr. America. Some weeks find him training as heavily as 5 days. Has a ravenish appetite and it all seems to go to muscle. Biceps are 17", waist 29" Chest 46". Photo was made by Joe Corey, 51 Looez Street, Cambridge 39, Massachusetts.

... The trunks Joe is wearing are Caronado Sharkskin Briefs price \$4.95 offered by AMG 1834 W 11 St LA 6, Calif. Offered in Black, White, Brick red, Aqua, and Royal blue; specify your waist size. Joe is wearing the color Aqua. We urge models not to wear either black or white trunks for photos since both present undesirable contrast-- One of the best colors for photos is brick red.



ABOVE: DON TONRY whose pictures you have also seen under other names. Such complete perfection of type and posing is rarely found. Wouldn't it be tragic if Don would decide to "bulk up" because some physical culturists believe that enormous proportions should be every body-builders goal? We hope he'll stay just as he is. Don is a paragon all slender men (with broad shoulders) can aim for.Photo by Lon 400 West 57th Street, New York 19, New York who offers a catalog of Don for only \$1. Lon is one of the pioneers of physique photography, having served the public longer than any other firm now in operation to our knowledge. Many do not know that in addition to being an expert photographer, he is a talented organist, is active in church work and gives occasional recitals.

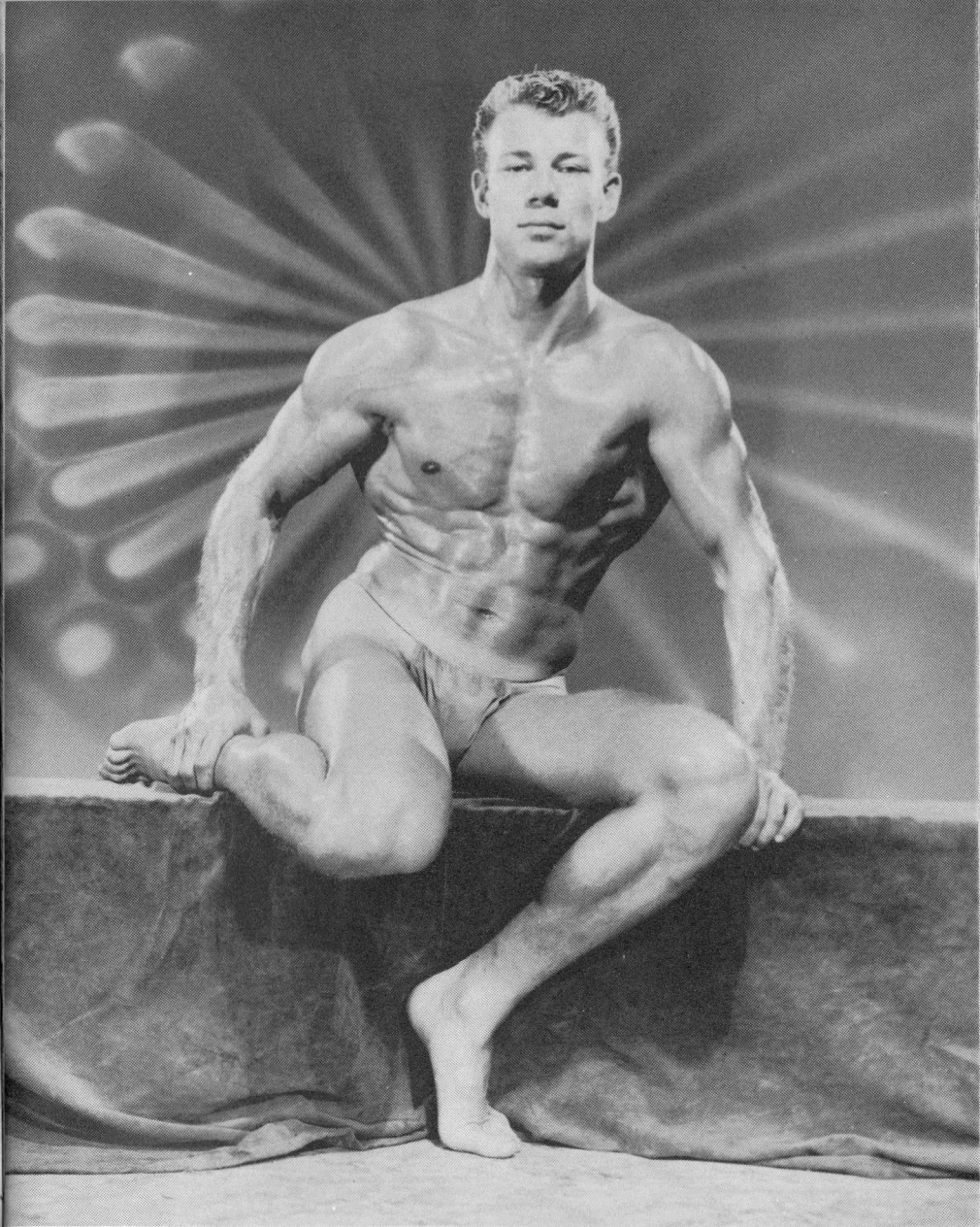
ACROSS THE PAGE: BOB JENSEN at age 17 a magnificent specimen of powerful youth. Bob's inspiration for training came from his mother who was also an active physical culturist and one of the most wonderful women your editor ever had the pleasure of meeting. If Bob felt a tendency to slacken she was always at hand to give him that bit of extra encouragement.

Boys in active training have a healthy respect for their own and others bodies. They do not drink, smoke or otherwise corrupt themselves. Unless they face the problems of extreme paternal or social tensions, they do not become delinquents. If a boy still becomes a "tough" in spite of the wholesome influences of physical culture training, one can be certain that without this pressure relief valve thru which he can express his need for power recognition, he might have become a true social menace.

....Photo of Jensen by AMG who offer 12 of his photos \$2.50, 8 of his catalogs 80 cents, 6 of his color slides: \$3.







ABOVE: DON FERRERA, 25 5'11 1/2", 180[#], waist 31, chest 47, thighs 23, calf 15 1/2, neck 16 1/2, biceps 15 1/2. Don has that sharp definition which always delights artists. Yet, he too wants to get "bigger". He doesn't work out with regularity, but rather will train for perhaps several months and then for an equal period do no training whatsoever. Fortunately, he has the type of build which keeps in fine shape in spite of these long lay-offs. Photo by AMG who offer 4 catalogs of Don for 40 cents.

ACROSS THE PAGE: BILL EDISON 21 5'11" 173[#] waist 29 chest 44 biceps 14 1/2, neck 15. A "frog man" for U.S. Navy underwater demolition, swimming is still Bill's favorite sport and he can swim 5 1/2 miles. He hopes eventually to be a barber for which he has received training, as soon as he can settle down. Right now, however, he's very much on the go, leading the life of a vagabond. The body you see across the page was not built with weights but with free exercise and natural resistance methods. The advantage with this type of training of course is that it is always available. Its a bit difficult to pack a 300[#] barbell set with you, particularly if you might be hitch-hiking across country, but Bill's type of training can be put into practice anywhere.

Incidentally, did you know that posing is an excellent form of physical training? Many of the barbell fellows tell us that they are much tired after a 2 hour posing session than after a 3 hour workout. So when the bodybuilder stands by the hour in front of a mirror flexing his muscles and studying poses he is not only developing natural poise, but is actually building and refining his muscles!

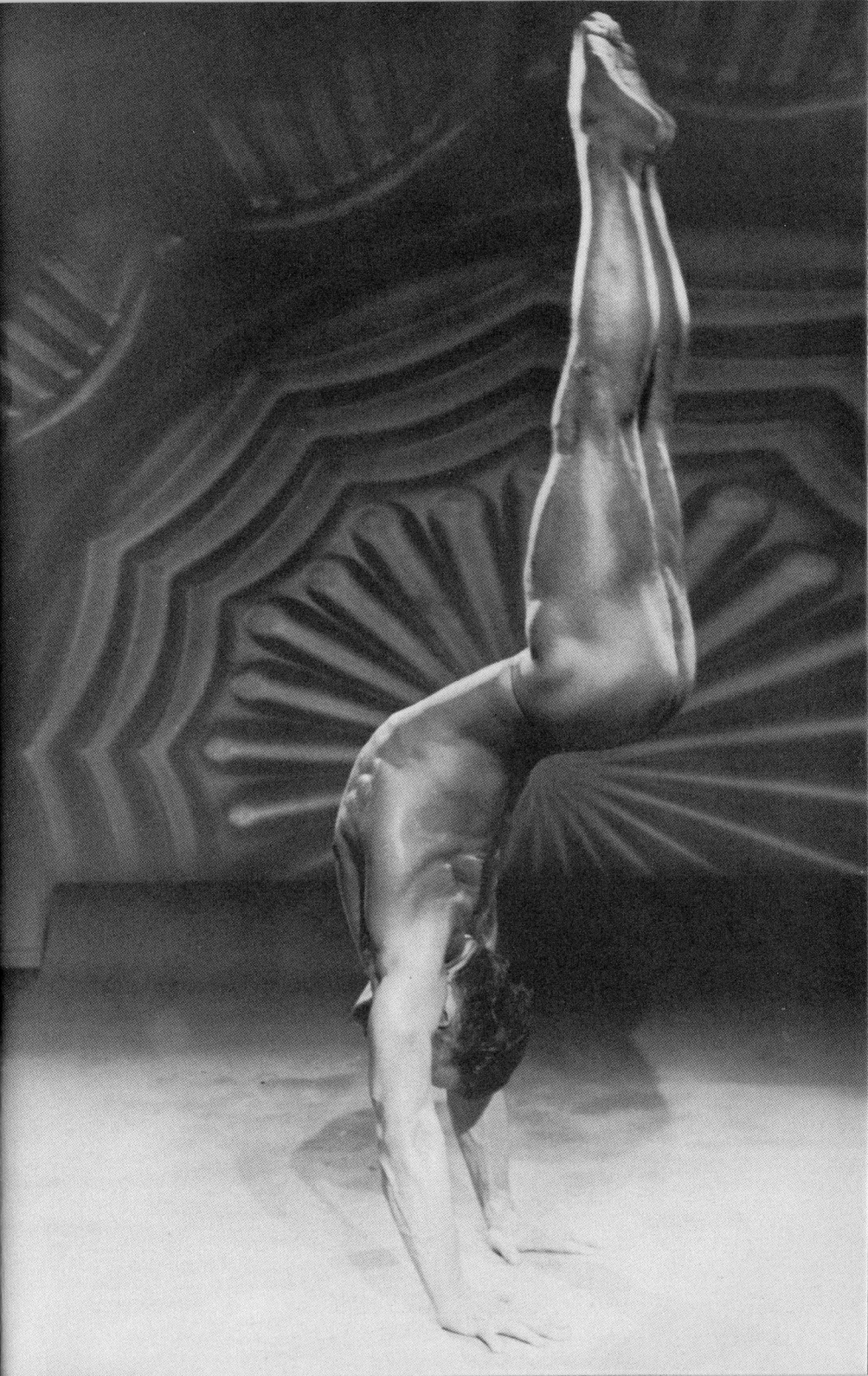
.....Photo of Edison by AMG who include him as one of 12 models in their Album YM \$2.50. 7 catalogs of Edison 70 cents. Also he's found in several photos in AMG's Summer 55 Budget group--30 4x5 double-wt matte quality pictures \$3.15. Budget groups the delightfully low in cost are not inferior in any way, and represent an ideal way to build up a well balanced collection at low cost.



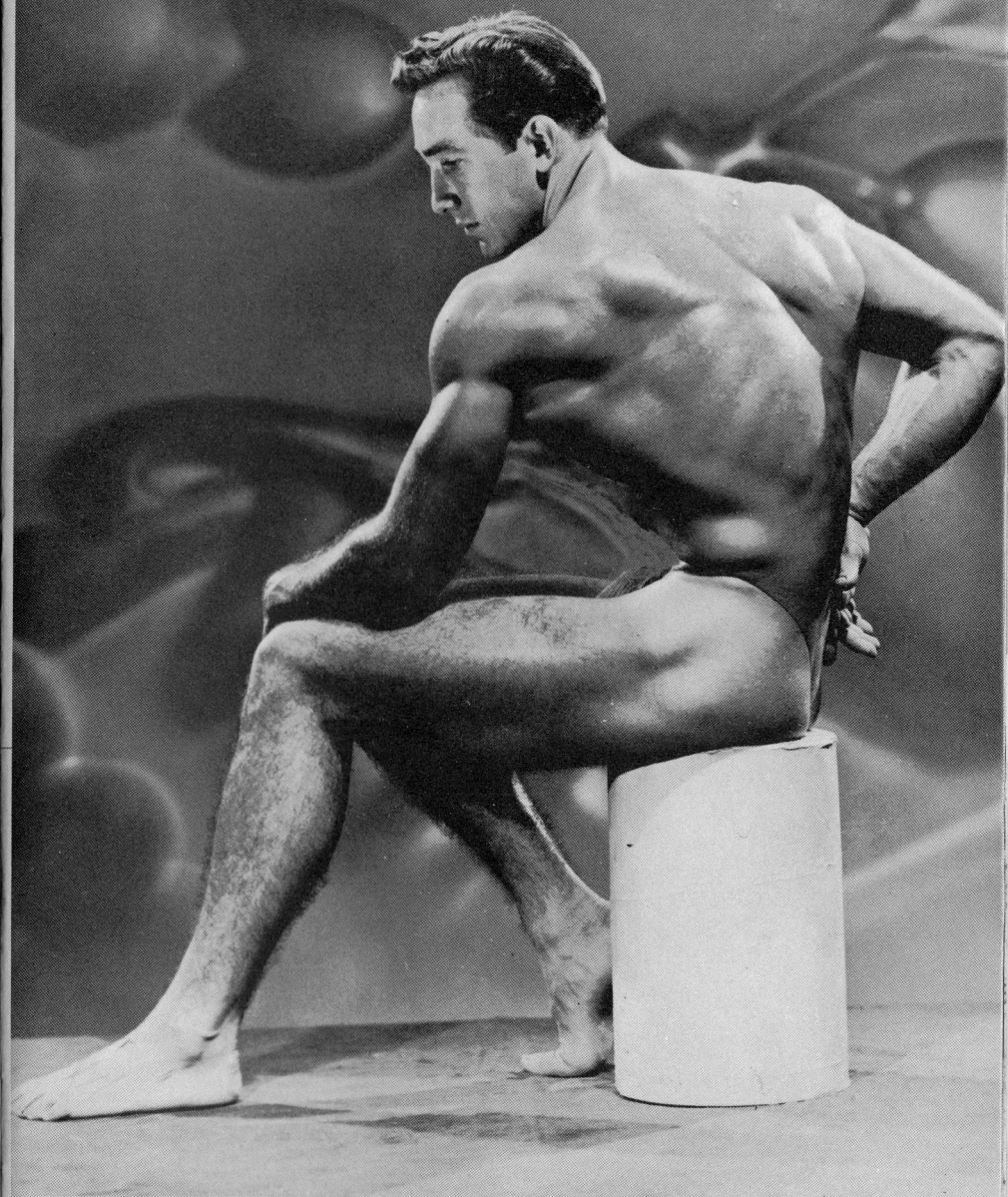
ABOVE: DON WARD and TONY CHERONE. Ward: 16 Ht 5'6" wt 133 lbs biceps 13 1/4, waist 28, chest 43, thighs 21 Is a student of the fine arts, plays the guitar and sings. Cherone: 18, 5'6 1/2" wt 142 lbs biceps 14 3/4", chest 43 norm, expanded 44 1/2, thighs 22, calf 13 1/4, waist 28". Actively working out for the last year, emphasizes gymnastics, but engages in many other sports. . . . Photo by AMG. Miniature photos found on pages 41, 42, and 43 of catalog YL13-- cost 30 cents for the 3 pages.

ACROSS THE PAGE: DICK GILMAN 18 5'6" 146 lbs waist 28 chest 39 relaxed 41 1/2 exp, biceps flexed 14 1/2 forearm 12 3/4, neck 16 1/2, thighs 21 1/2, hips 34 1/2. A rather unusual handstand--taken a number of years ago before our studio had speedlites, so a half-second's exposure was necessary to get the picture--causing the slight toe movement at the top. More of Dick's fine poses found in AMG's catalog X13 10 cents. Dick is one of 12 models in AMG's ALBUM X: \$2.50.

If you like Physique Pictorial, there are a number of other magazines you will also like since they display different pictures by the same models and photographers. These include VIM 179 West Washington Street Chicago 2, Ill, Tomorrow's Man 22 E. Van Buren St Chicago 5, Ill, Body Beautiful and Adonis both of 16 Hopkins Ave Jersey City New Jersey. Send any of these \$1 for 4 issues. From London, Lon of London has recently announced his new Physique Artistry. Write for information 157 High Holborn London WC1. Those interested in the latest weightlifting results will find them in Iron Man Magazine, address: Alliance Nebraska. Strength & Health, Muscle Power, and Muscle Builder found on almost all newsstands show pictures of the champions performing helpful body-building exercises.



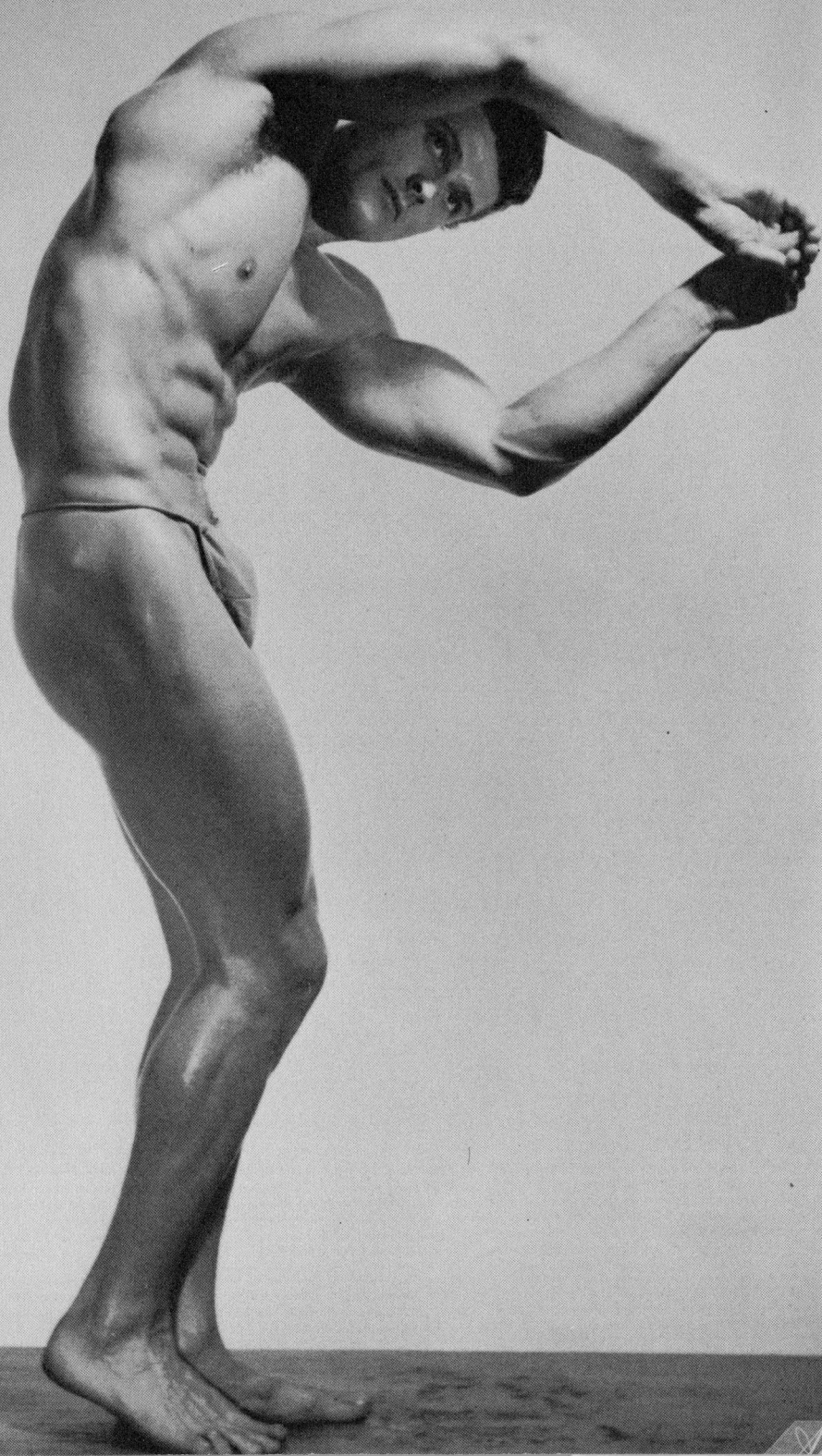




ABOVE: TOM MATHEWS 23 5'10 1/2" 169 lbs waist 29. Began weightlifting at age 15. You can see that leg hair has not been removed in the photo above and in his other AMG studies (catalogs ZO13 pages 1 thru 5 50 cents) chest hair has been left intact. Many bodybuilders prefer to completely shave their bodies before taking photographs for the sake of maximum definition. Others prefer to be natural. Shortly after these photographs were taken, Tom was married. His wife also takes a keen interest in physical culture. Across the page: RED DUST posed by Eduardo, and painted by famous George Quaintance, Box 192, Phoenix Arizona. For \$2, Mr. Quaintance will send an 8x10 dbl-wt matte print of Red Dust and also his latest art catalog and his model catalog. Cost of art catalog alone is 50 cents, cost of model catalog alone is \$1. Mr. Quaintance is also working on some magnificent statuary.

Athens Studio Box 77561 Station D Los Angeles 7 Calif will send a free illustrated pamphlet of their latest statuary to those who will send any size self-addressed stamped envelope (or equivalent). Mr Richardson of the Athens Studio will prepare a 16x20 oil painting on canvas board from any photo or snapshot at \$25. (\$10 down, balance on delivery).

WHOSE WORK CAN APPEAR IN PHYSIQUE PICTORIAL? Work is selected which the editors feel will have general appeal to PP's audience of artists and bodybuilders. Firms and individuals whose work appears, have been required to sign statements that products they send out will cause no embarrassment to the magazine or its readers. Should you ever receive an objectionable letter, ad, etc. which might come directly or indirectly thru any PP contributor please let us know immediately so we can correct the situation.



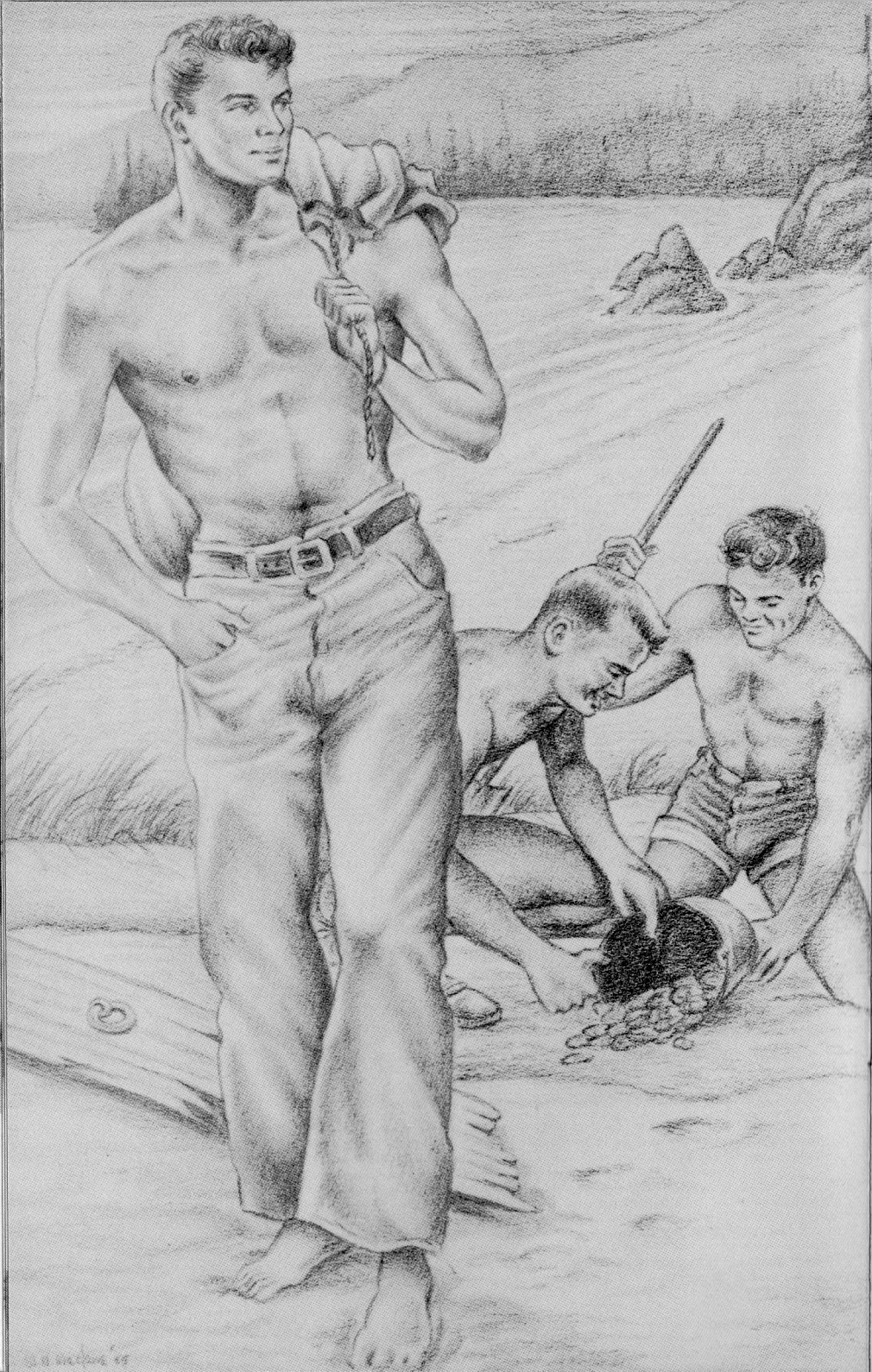


ABOVE: RICHARD ALAN Age 20, has been training for six years, always uses as heavy weights as he can conveniently handle, but is careful not to get out of proportion. One time he did increase his weight to 213 pounds, but didn't like his appearance at all so quickly fasted til he came back down to his normal of 190. Dick says in his letter to us: "I don't eat any actual supplements but follow a high protein diet with lots of fruits. I eat a lot of meat, dairy products, eggs, and home made health bread."

Awarded a scholarship to the University of Michigan, he is majoring in psychology, and hopes eventually to enter medical school and become a doctor. If plans work out as he intends them, he will eventually open a non-profit health studio, catering especially to would-be bodybuilders in their teens. He says "I would like to see everyone in my hometown or anywhere for that matter, be able to train if they want to, even if they are poor. I was lucky to have friends with weights and to have parents who would sacrifice part of the basement to me and my friends. Too many fellows neither have the money nor the friends and therefore are deprived of this great form of exercise. My big aim in life is to help people in some way. People have given me more than my share of help and I want to pass it on to those others who need it."

.....Richard Alan box 2201 University Station Ann Arbor Michigan has two different catalogs of his photographs @ \$1 each catalog.

ACROSS THE PAGE: ROBERT DURANTON of Paris. Born 1926, Height 1.78 cm, weight 83 kilos, waist 81cu. A professional wrestler, M. Duranton is well-known throughout the European continent. Photo by Arax, 31 Boulevard Raspail, Paris VII^e France. Telephone LIT. 76-39. When in Paris plan to visit M. Arax's photo studio. Send him \$10 by mail for a sample group of selections.

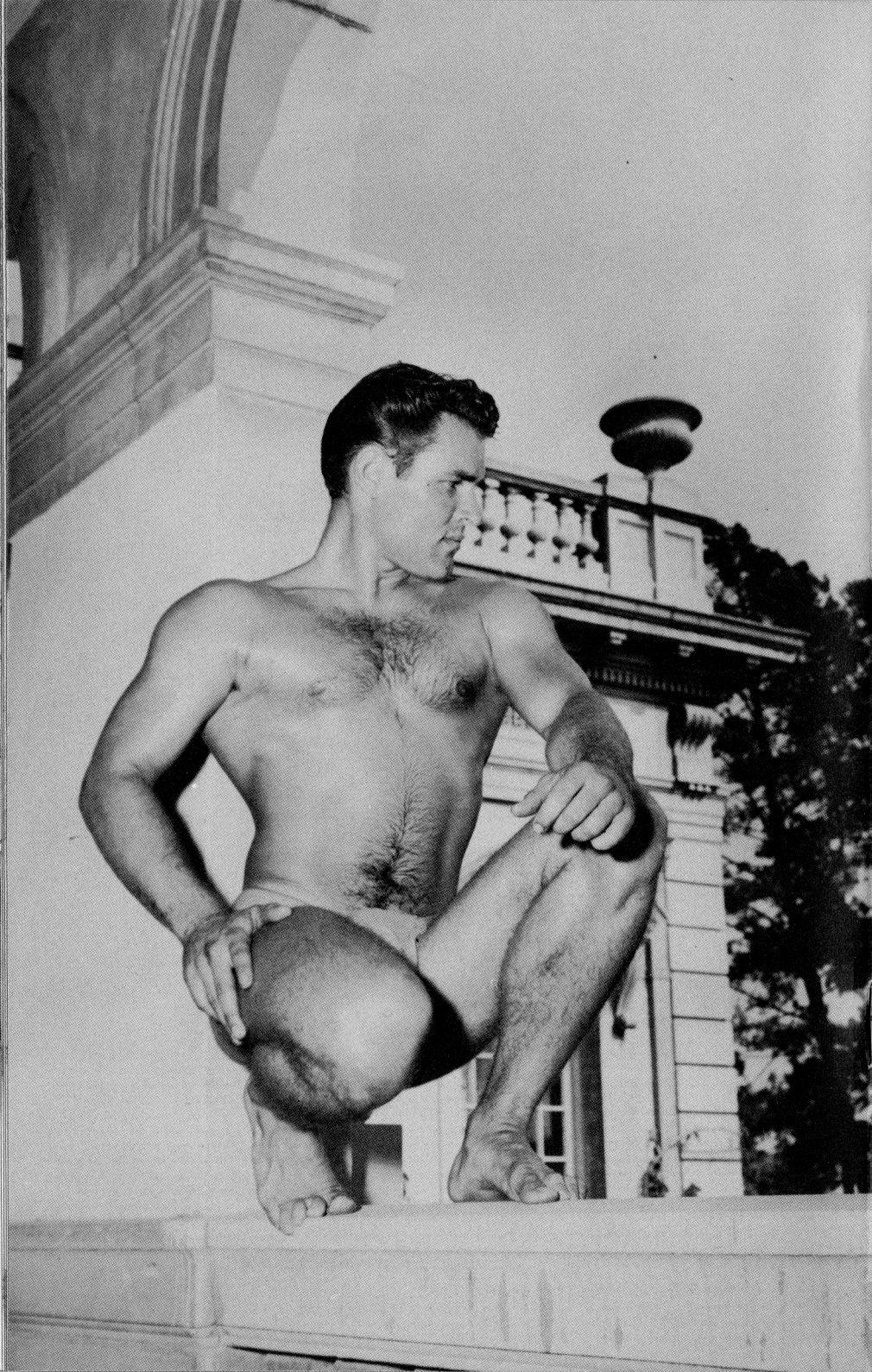




ABOVE: MAIL CALL, a drawing by Bill Mac Lane, former marine combat artist. A wartime drawing to remind the folks back home that a fellow in the service really enjoys getting mail, and the heartbreak of being forgotten (like the fellow in the top bunk), Bill reminds us that our friends and relatives in the service still need that mail as much as ever. Send them good, happy news of all the wonderful things happening all about you. Some folks find it difficult to find pleasant things to write about, but they are there, and in sharing them with others we make our own lives all the richer. Avoid writing bad news. Perhaps sometimes it cannot be helped but be absolutely certain that it is essential that you tell it, and never write it just for the sake of an "interesting" newsy letter. A man's world is largely made up of his mental images—even more than his actual physical surroundings. In all of our contacts with others it is important that we radiate beautiful, positive conceptions of perfection as much as possible. Thought can and WILL change the world. Negative thinking is destructive to human progress. Positive thinking is creative, and blesses all that it touches.

ACROSS THE PAGE: THE CLAMDIGGERS, another Mac Lane study. A glow of warmth surrounds all of Mr Mac Lane's studies which seems to please all who see them. Already gaining recognition and fame though still in his early twenties, We believe future years will see Bill turning out works of great genius. His is a labor of love, and one can sense the great pleasure with which he approaches his work. He offers a catalog of his work for \$1, 8x10 prints or 35mm slides of either of the drawings reproduced on these two pages and in other issues of Pictorial for \$1.50 each or 5 for \$5. Address Bill Mac Lane 2402 Delmar Drive Seattle 2, Washington.

WHAT ARE YOUR OPINIONS ABOUT THE DRAWINGS IN PICTORIAL? In this magazine we try to present a balanced selection of model types, art expression. While we shall never ignore the requests of minorities we feel our bulk of material should represent what the majority of our readers find desirable. We and the artists and photographers for this book appreciate new ideas which stimulate us, and help us to improve.

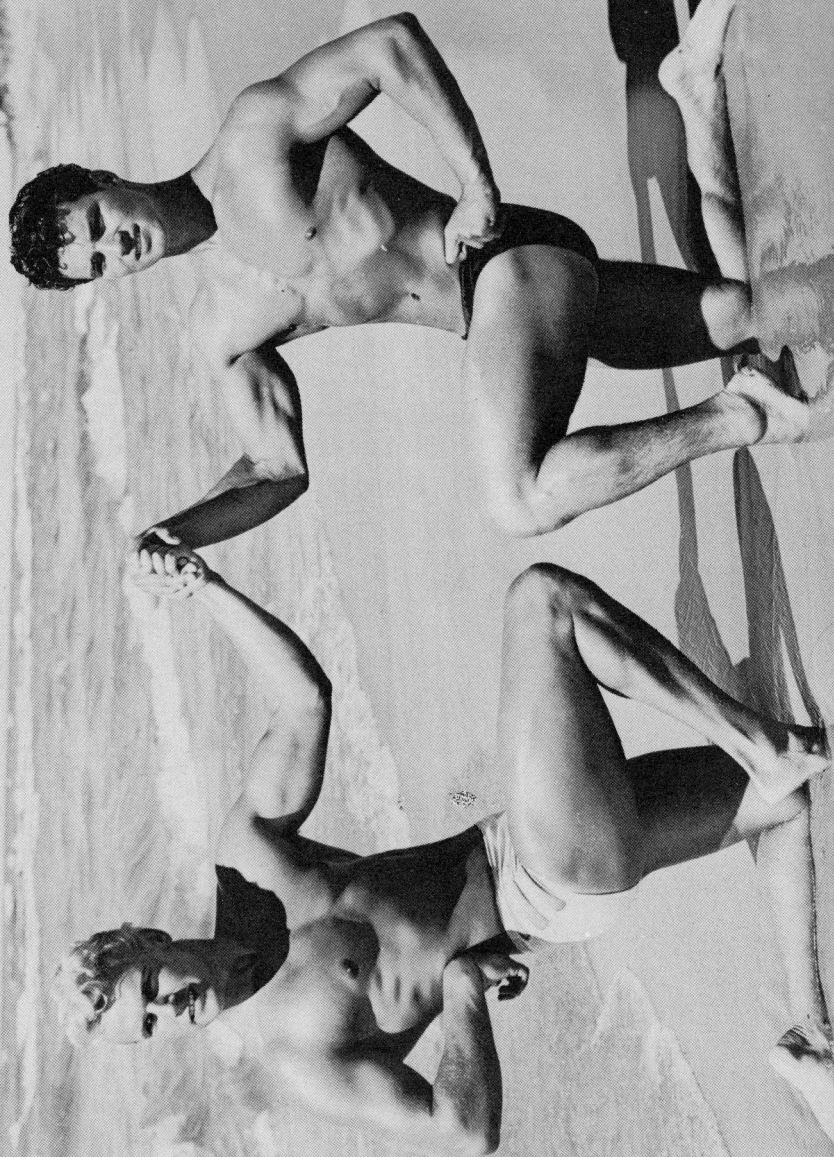




ABOVE: "HERO WORSHIP" Another delightful study of the western scene by versatile Art-Bob. Every ranch hand dreams of becoming a bronc-buster, a champion at the rodeo. The cowboy's mastery over a spirited, bucking horse evokes admiration from us all, and we feel that Art Bob has captured here the lively spirit of the exciting contest. Art Bob 1611 North Avenue 56 Los Angeles 42, California offers 8x10 double weight matte prints of any of his drawings at \$1.50 each, 3 for \$3 or 6 for \$5. An 8x10 catalog at \$1. Art-Bob also offers photographs of the athletes who have posed for his drawings; send him \$1 for his general model catalog.

ACROSS THE PAGE: JACK MUMA 21 5'9" 160 lbs. We had wanted to show you a later picture of this powerful athlete, but the fellows at the gym talked him into going on a bulk diet with an aim of increasing his weight to 190 lbs. When we last saw him he was up to 175 and our opinion was that he looked better at 160. We hope we have convinced him he should give up this foolish bulk craze.

Some years back none of the physique magazines would accept photos of bodybuilders who were not what many photographers considered to be "overbuilt". However, a new trend is in evidence among magazine editors today. The streamlined, attractive slender build is displayed just as often as the man with monstrous proportions. And the result is an overwhelming response from the public. New gyms are springing up everywhere, and fellows and girls who were bored by just "big" muscles, are enthusiastic at the prospect of building and gaining recognition for a trim, well proportioned body. Let us hope that soon gymnasiums will be as popular as cocktail bars are now. Perhaps this is no longer an idle dream since support is coming from many new directions. Here at Pictorial we have received many letters from Priests, Clergymen, Doctors and other professional men praising physical culture training and its pictorialization and describing how it is helping and enriching the lives of all who come in contact with it. Photo of Muma by AMG. 10 catalogs \$1.

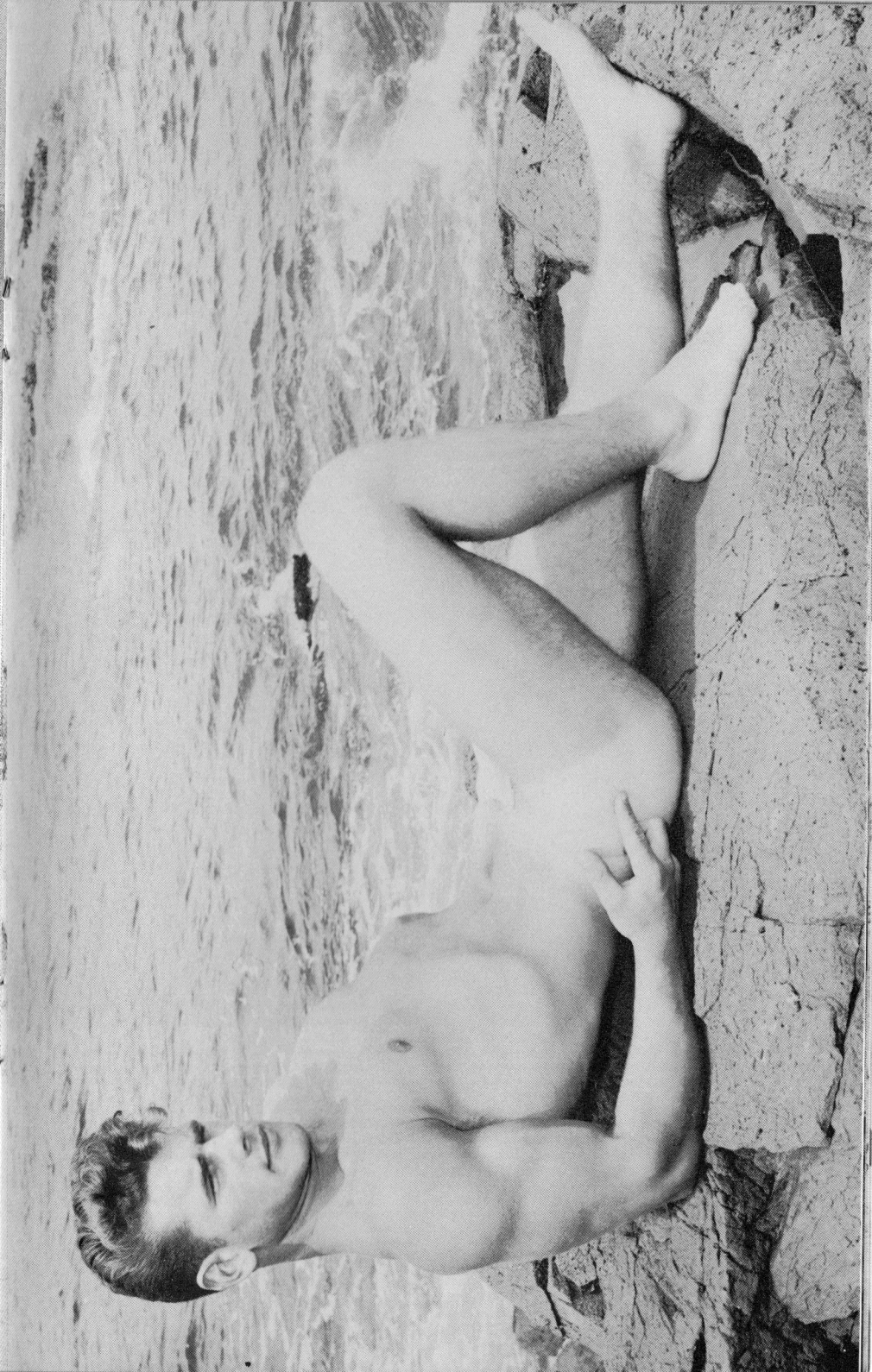


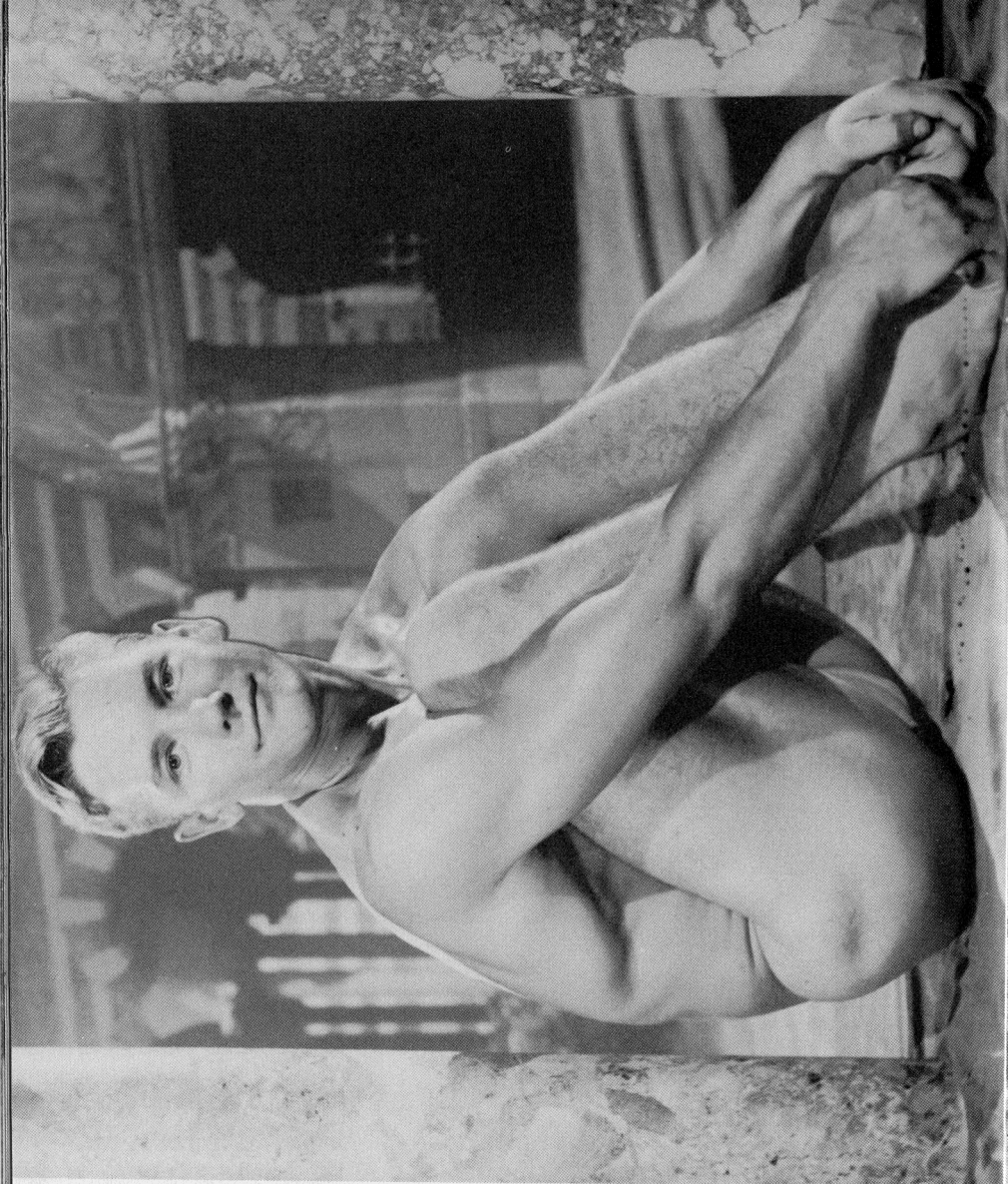
ABOVE: RICHARD ALAN and GLENN BISHOP whom you have seen on the covers of so many other physique magazines. Fast friends for many years, they have done much of their training together. They plan soon to offer physique studies of other fine athletes of their area and their firm title will be "Michigan Models". At present they have a dual catalog available at \$1, and 2 solo catalogs of each of them at \$1 each. If a customer sends for all five of their catalogs (\$5) they will include free an 8x10 of a favorite pose. Either Dick or Glenn can be written personally at po box 2201 University Station, Ann Arbor Michigan.

ACROSS THE PAGE: JOE SURVILAS photo by Corey. He appears entirely different outdoors than he does with studio lighting (note our cover picture also of Survilas) The sun makes most fellows squint a bit--not always a complete disadvantage.

SPARTAN box 16905 West Branch Los Angeles 46, Calif though not represented in this issue of Physique Pictorial has just contacted us to announce an excellent new set of 12 photos of ever-popular model Sandy Gordon at \$2.50. They are full size 4x5 borderless prints.

AFTER WAITING 30 DAYS, you should fail to get an answer from any firm represented in Physique Pictorial, please write the editor supply full details including date, amount and form of money sent, items requested. Include self-addressed stamped envelope.





ABOVE: GLEN HOWARD 18 5'10 1/2" 180 lbs. waist 32 Chest 42. Neck 16. Football player at high school, avocation is deep-sea diving. At the time this photo made was attending College of Chiropractic. Like Richard Alan (page 18), Glen would prefer to become a doctor if he can eventually get the education for it. He likes people, wants to help them, and considers the saving of a human life perhaps one of the most wonderful things a man could do.

This point of the sacredness of human life brings up an interesting question: Is society itself ever justified to murder? Before several state legislatures bills curtailing capital punishment are now being considered. The strongest argument advanced in favor of capital punishment is its alleged deterrent effect on infamous crime—but the fact is that in the 6 states which have abolished this legalized murder, homicide incidence is no higher than in other comparable states. Another rather inhuman argument is against the cost of feeding and maintaining a convict for the rest of his life—those with this point of view would probably also like to return to the conditions which existed in England as late as 1775 when over 200 crimes were punishable by death (including the stealing of 5 schillings.)

Capital punishment is the fate only of poor men since rich men invariably are able to avoid the penalty. In fact only 1 out of every 100 murders ever pay the death penalty! Yet members of poor, racial minority groups are 5 times as likely to be executed as are members of majority groups who can claim more public sentiment. Most crimes of violence are committed in blind rages or under mental conditions which shut out the thought of any penalty. Wealthy calculating criminals are not restrained, for they know that under the present system with sufficient legal help they can save themselves. Only the poor and friendless man, perhaps with a court-appointed defense attorney, ends up in the execution chamber. That there are many documented cases of where innocent men have had their life snuffed out does not phase the adherents of CP—they feel it would be far better to kill a hundred innocent than to let one guilty escape.

Another rather weak argument is that some would prefer death to life imprisonment, but dare the state make this decision? Does anyone doubt that a man would find a way to put an end to his own life if he preferred that to lifetime imprisonment. Nothing is more sacred than human life. That state itself cannot be a murderer or it sets the cruel example. Join the American Friends Committee who are fighting capital punishment. Their address 104 C Street N.E. Washington 2, D. C.



"FOUR ALARM FIRE". Art-Bob depicts the burst of activity when the firehouse alarm goes off. We are reminded of the tremendous debt of gratitude we owe these brave defenders of our homes, who stand by at any hour of the day or night to rush to our rescue, and risk their own lives to save ours. Let us do all we can to lessen their burden. Follow the fire safety rules (these will be explained to you if you visit any firehouse), be certain firemen in your area receive adequate salaries, proper operating conditions.

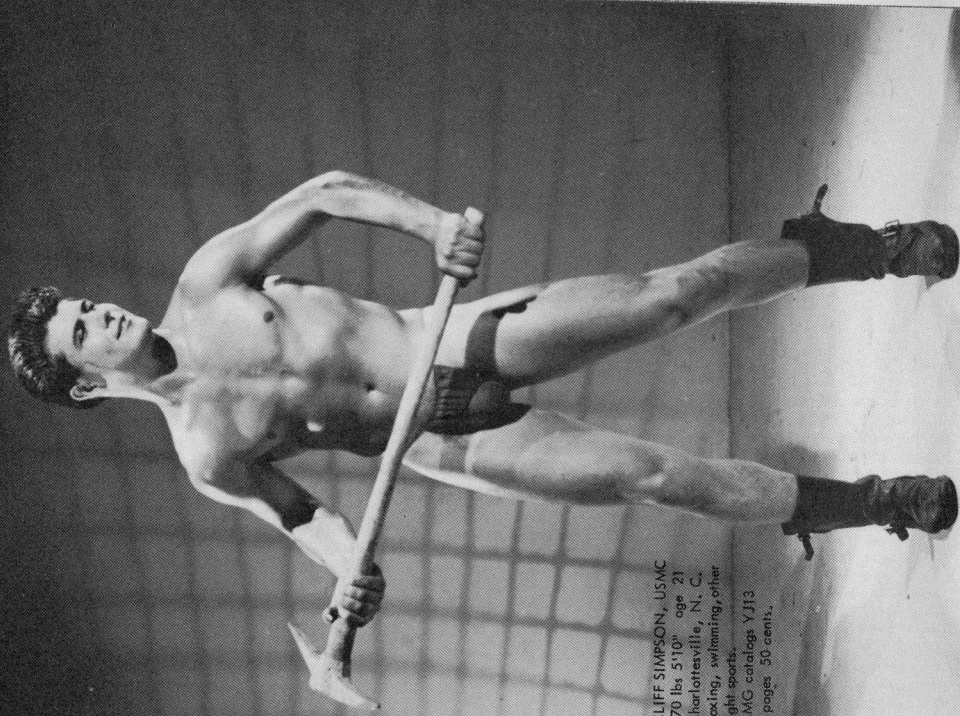
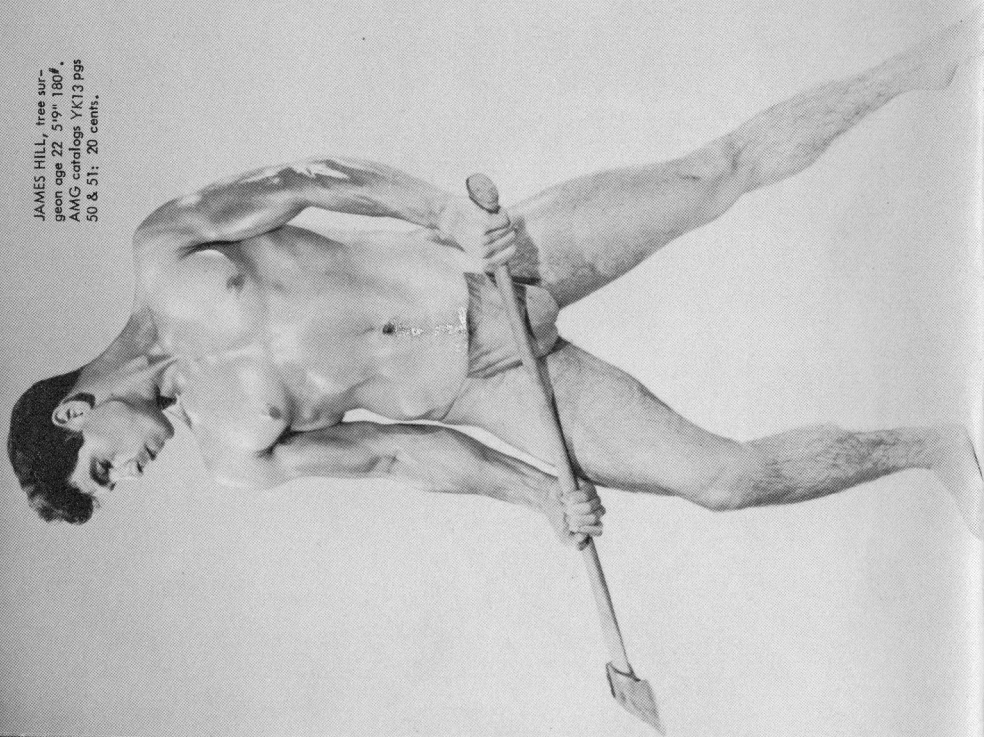
...Art Bob 1611 North Avenue 56 Los Angeles 42, Calif. offers an 8x10 dbl-wt matte print of 4-Alarm Fire for \$1.50. (3 prints \$3.)

TAKING YOUR OWN PHYSIQUE PHOTOS --Legal Aspects

We quite often receive questions from photographers asking about what is permissible in physique photography. Let us at the outset say that no clear-cut principles have been laid down, and groups such as American Sunbathing & Health Publishing Associations have alternately won and lost cases for many years. An attorney's advice is no guarantee against possible prosecution. A "safe" set of rules would be to take no nudes (showing parts), show no pubic hair, cause model to wear a garment of sufficient thickness and texture and arrange same so as to avoid delineation of parts, and avoid poses of controversial nature (slovenly or erotic postures, brutality, etc.) Almost all photographers brought to trial in recent years have been careless in one or more of these aspects, even tho the fault may have been one of careless thoughtlessness rather than intentional "offense."

If these rules are followed, difficulty is very unlikely--but not impossible. In Los Angeles the city prosecutor called pictures obscene because the models were wearing only "tiny patches" and "running around with uncovered rumps" (his language.) However, the highest court of that area ruled that such factors of themselves did not make photographs obscene. America's largest magazine distributing company--The American News Company has recently announced a ban against their distributing any magazines in which people are wearing less clothing than would be acceptable on a public beach. Victorian morality is being ushered back in whether we like it or not, and a photographer not ready or able to defend his work through the high appeal courts must bend over backwards to avoid possible difficulty.

JAMES HILL, free sur-
geon age 22, 5'9", 180#.
AMG catalogs YK13 pgs
50 & 51; 20 cents.



CLIFF SIMPSON, USMC
170 lbs, 5'10", age 21
Charlottesville, N. C.
Boxing, swimming, other
fight sports.
AMG catalogs YJ13
5 pages 50 cents.

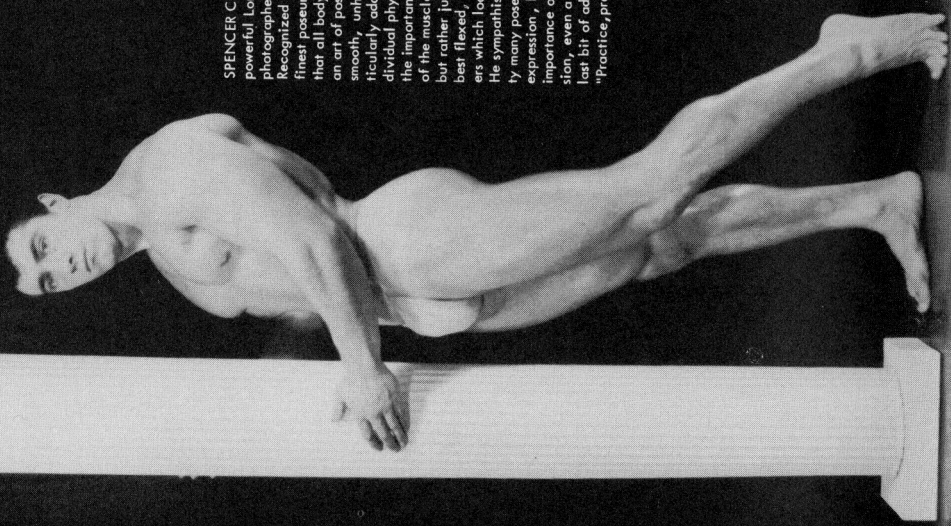
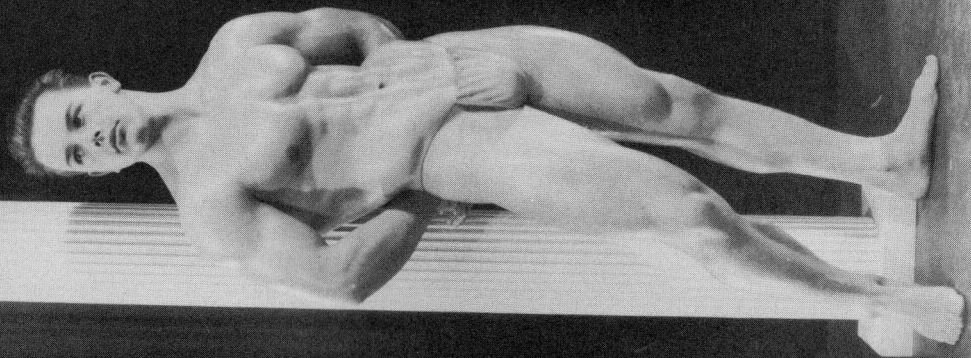
FRED PARKER whose additional photos are found on AMG's catalog YN13 page 10. He's a railroad man. ON YOUR RIGHT: DAVE WILER who was borrowed from California Models who still have many of his very early shots. AMG offers ten catalogs of his mini-atures at one dollar and a Viewmaster Stereo Reel of Wiler at three dollars. Viewmaster Stereo Viewer: \$2. Dave is wearing a Domino strap (see inside back cover)

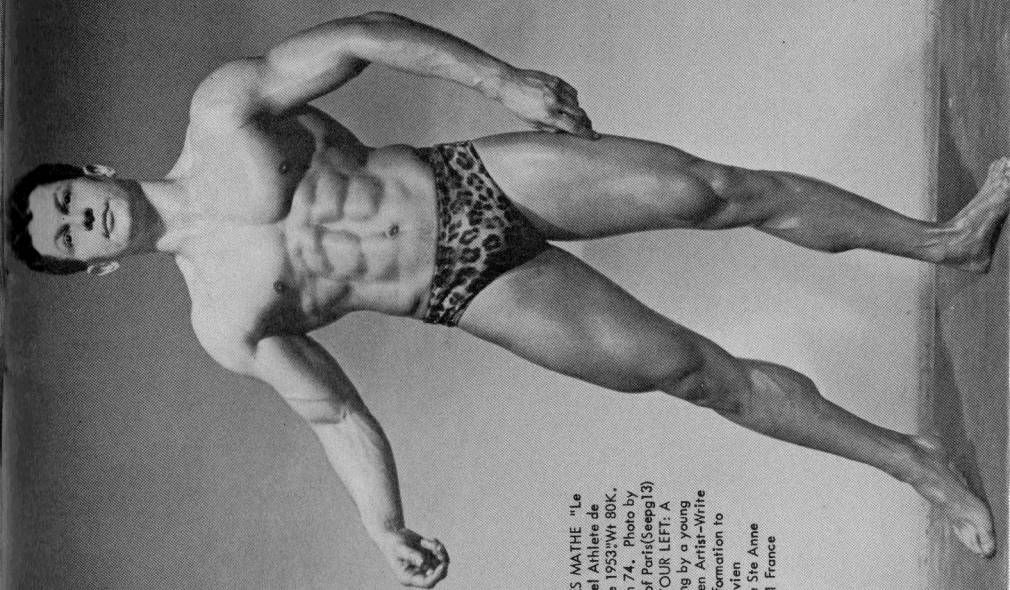


JIM STEVENS, age 16, popular London bodybuilder. Photo by Lon of NY in London, 157 High Holborn, London, WC1, England who act as an interchange between American & English physique studios and publishers. Their new magazine Physique Artistry will be sent anywhere postpaid 1st class sealed for 50c copy.

SPENCER CHURCHILL, another powerful London bodybuilder photographed by Lon of London. Recognized as one of Britain's finest poseurs, Spence feels that all bodybuilders should make an art of posing, developing a smooth, unhurried routine particularly adapted to their own individual physique. He stresses the importance of not flexing all of the muscles in any single pose, but rather just those which look best flexed, while relaxing others which look best not tensed. He sympathizes with the difficulty many poseurs have with facial expression, but emphasizes the importance of a suitable expression, even a "natural" one. His last bit of advice to poseurs is: "Practice, practice & Practice!"

Lon
200



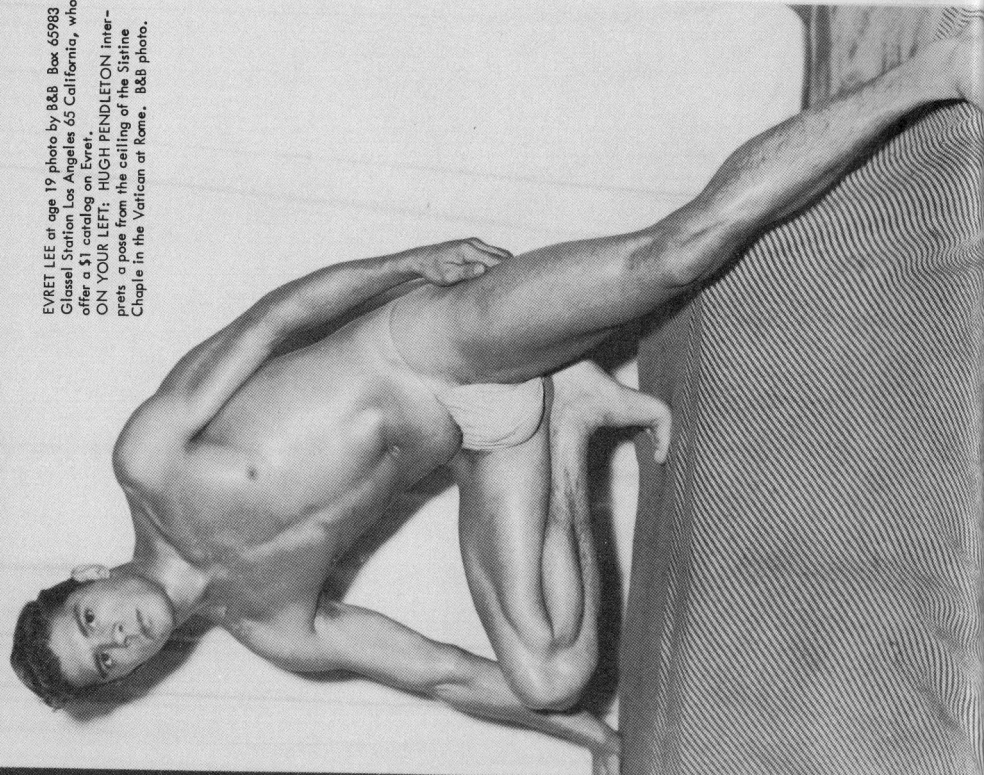


JAMES MATHE "Le Plus Bel Athlète de France 1953" Wt 80K, Ht 1 m 74. Photo by Arax of Paris (Sepp13) drawing by a young Parisien Artist-Write for information to E. Silvien 39 rue Ste Anne Paris 1 France



EVRET LEE at age 19 photo by B&B, Box 65983
Glassell Station Los Angeles 65 California, who
offer a \$1 catalog on Evret.

ON YOUR LEFT; HUGH PENDLETON inter-
prets a pose from the ceiling of the Sistine
Chapel in the Vatican at Rome. B&B photo.

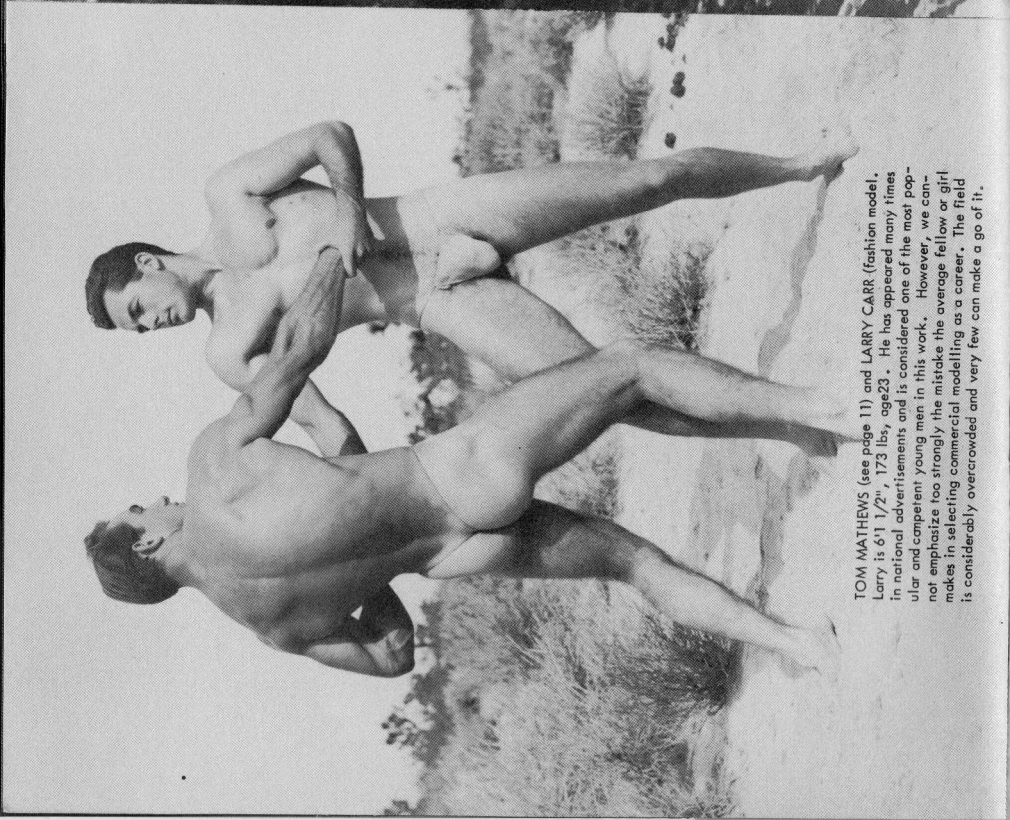




JOHNNY BALEN, husky weightlifter and AAU official. Photo by AMG.



MILES CONLEY 22 57" 164 lbs Biceps 16"
Forearm 13 Calf 16" Thighs 23" Waist 28 1/2"
Chest exp. 49 neck 16 Shoulders 51 3/4.
Operates dance studio in Long Beach, Calif.
Photo by AMG: 12 photos \$2.50, 10 cats \$1.

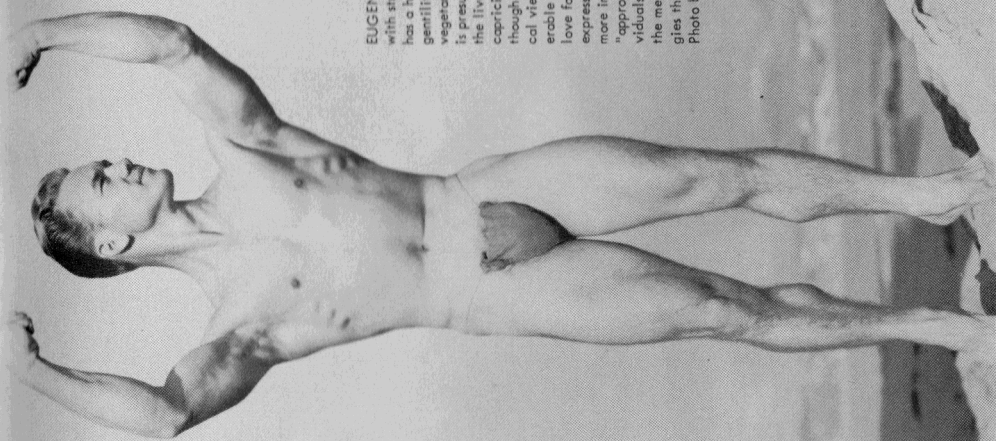


TOM MATHEWS (see page 11) and LARRY CARR (fashion model). Larry is 6'1 1/2", 173 lbs, age 23. He has appeared many times in national advertisements and is considered one of the most popular and competent young men in this work. However, we cannot emphasize too strongly the mistake the average fellow or girl makes in selecting commercial modelling as a career. The field is considerably overcrowded and very few can make a go of it.



LARRY CARR connects the pose scene with model Ralph Carpenter. Commercial illustrators have begged us to show more action pictures which will be helpful to them in illustrating stories, advertisements etc. Suggestions from readers are always appreciated. Both photos this page from A.M.C. 10c catalogs on each.

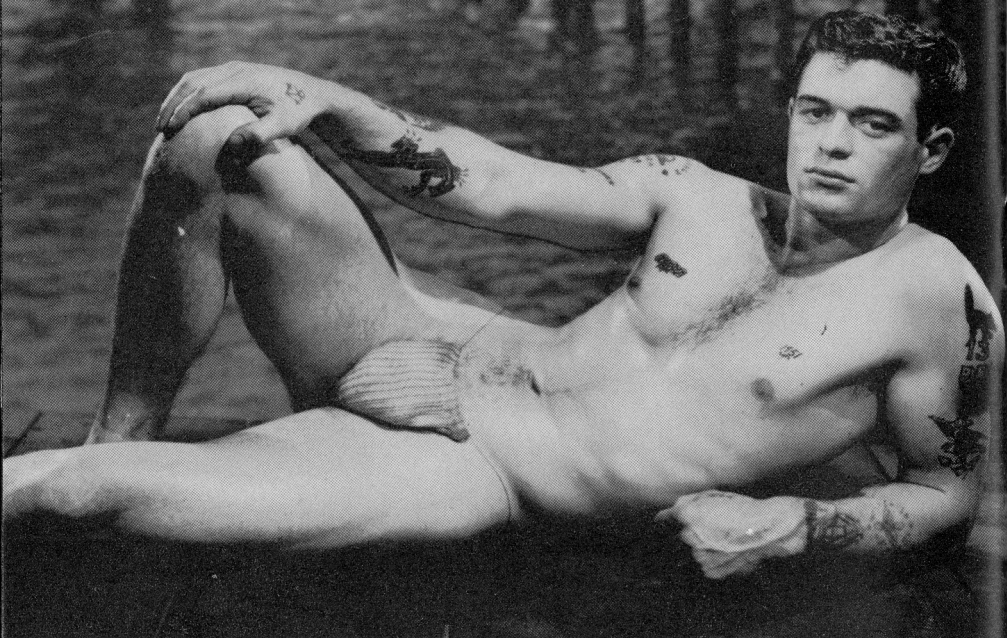
EUGENE EBERLE, 25. Vibrant with strength and power, Gene has a heart of compassion and gentility. For years he has been vegetarian because he feels it is presumptuous of man to take the lives of animals to satisfy a capricious appetite. Liberal, though completely loyal political views have brought considerable strife to Gene, but his love for American principles as expressed in our Bill of Rights is more important to him than the "approval" of hysterical individuals who are willing to use the methods of the very ideologies they pretend to disdain. Photo by AMG. Album \$2.50.



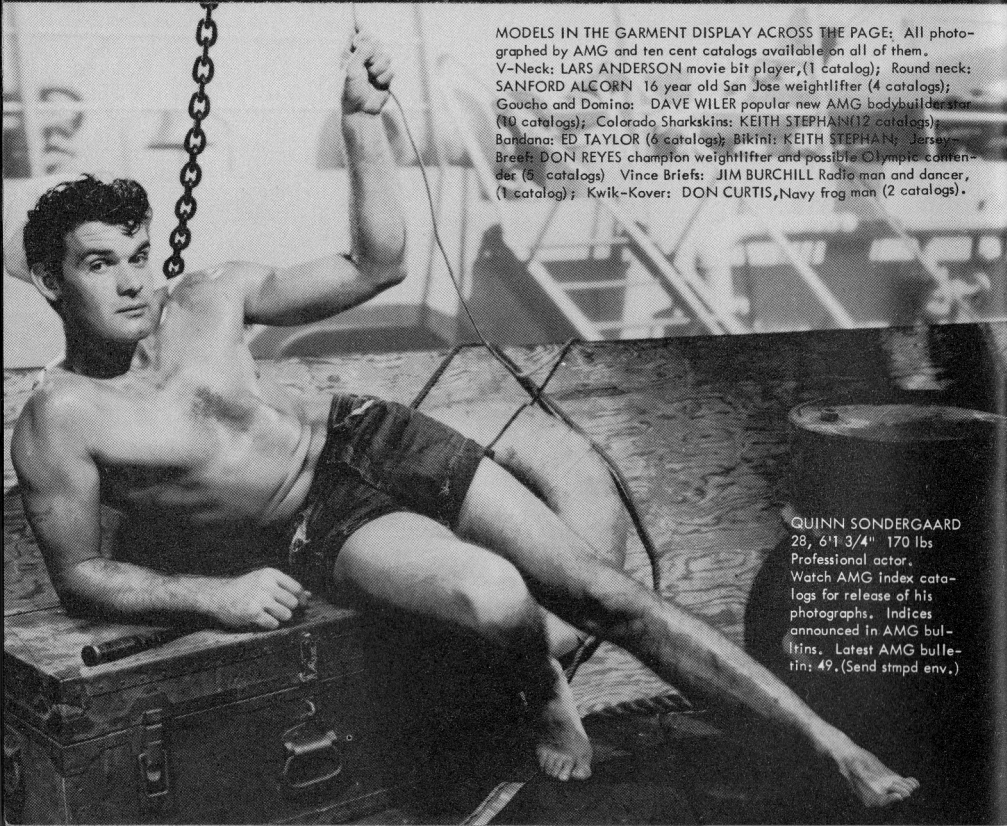
JACK CONANT, 22, 6', 200 lbs., Cement worker and lumberjack. Photo by AMG who offer his Album ZK \$2.50, 4 cats: 40c.



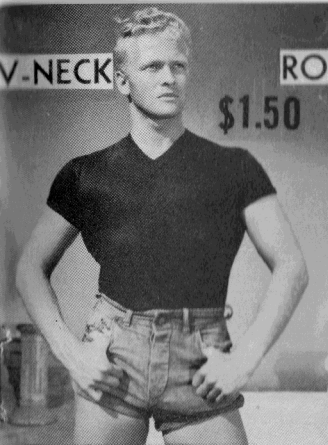
JOHN MC CLUTCHEON 22, 6'1 1/2"
205 lbs, construction worker of Montana.
4 years amateur boxing and with USMC.
AMG catalogs YN13 pages 14 & 15:20c.



MODELS IN THE GARMENT DISPLAY ACROSS THE PAGE: All photographed by AMG and ten cent catalogs available on all of them.
V-Neck: LARS ANDERSON movie bit player, (1 catalog); Round neck: SANFORD ALCORN 16 year old San Jose weightlifter (4 catalogs); Gaucho and Domino: DAVE WILER popular new AMG bodybuilder star (10 catalogs); Colorado Sharkskins: KEITH STEPHAN (12 catalogs); Bandana: ED TAYLOR (6 catalogs); Bikini: KEITH STEPHAN; Jersey-Brief: DON REYES champion weightlifter and possible Olympic contender (5 catalogs) Vince Briefs: JIM BURCHILL Radio man and dancer, (1 catalog); Kwik-Kover: DON CURTIS, Navy frog man (2 catalogs).

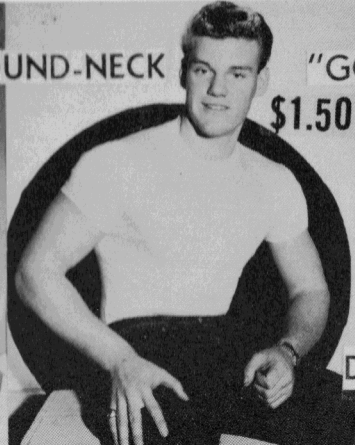


QUINN SONDERGAARD
28, 6'1 3/4" 170 lbs
Professional actor.
Watch AMG index catalogs for release of his photographs. Indices announced in AMG bulletins. Latest AMG bulletin: 49. (Send stmpd env.)



V-NECK

\$1.50



ROUND-NECK

\$1.50

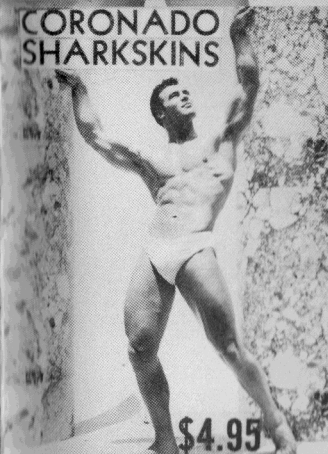


"GOUCHO"

\$2.95

DOMINO

\$2.



CORONADO SHARKSKINS

\$4.95



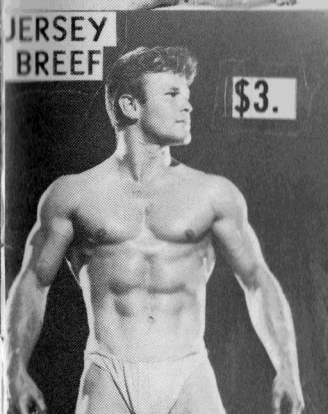
"BANDANA"

\$3.



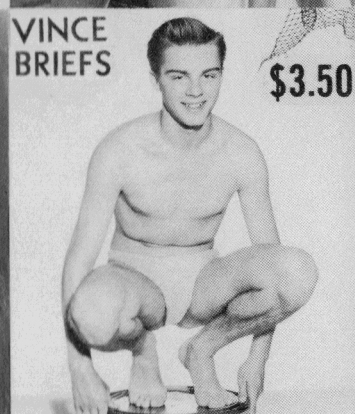
"BIKINI"

\$4.00



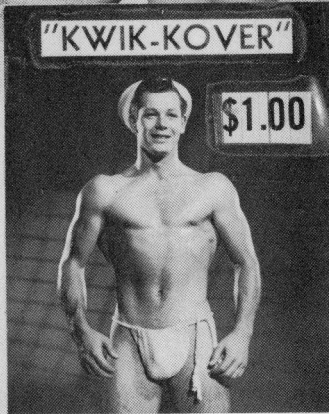
JERSEY BREEF

\$3.



VINCE BRIEFS

\$3.50



"KWIK-KOVER"

\$1.00

FORM-FITTING T-SHIRTS, TRUNKS, STRAPS, FOR ATHLETES

ATHLETIC MODEL GUILD 1834 W 11 Street Los Angeles 6, Calif. offers high-quality, attractive garments which are certain to please you.

FORM FITTING T-SHIRTS (V-neck, Round-neck, or Goucho) in your choice of White, Black, Yellow, Navy, Grey, Maroon, Dark green, Chartrouse, Light Blue, Royal blue, Brown, Purple, Red, Beige, Pink, Light Green, Coral, Orange, or Heliotrope. State chest size.

CORONADO SHARKSKINS (also illustrated on cover of this magazine) rugged, tough, tapered trunks suitable for the beach or contests. Color choice: Black, white, Brick red, Aqua, Royal blue. State waist size. A fine, long lasting beach trunk; a good investment.

BANDANA (tie at sides) for private pools, posing etc. In all the colors we offer posing straps (see below). Made of Acetate Jersey.

BIKINI Worn in Europe but not recommended for US beaches, but o.k. for private pools. Strong durable cloth with elastic.

JERSEY BREEF. Rayon jersey underwear made to your order in any of 23 colors (some as posing straps). Also good for posing.

VINCE BRIEFS White or black, rubberized knit material, Sent you direct from London shop. 2" sides: \$3.50. 4" sides: \$4.25.

KWIK-KOVER After shower garment, or sunbathing, posing etc. Made of light-blue terry cloth, with blue waist cord. **POSING STRAPS** \$1. Seen throughout this book. **COLORS:** Aqua, Beige, Black, Chartrouse, Dark blue, Gold, Grey, Kelly Green, Red, Lavender, Lt Blue, Maroon, Peacock blue, Pink, Rose, Purple, Sea foam green, Tangerine, Terra cotta, Turquoise, White, Yellow.

DOMINO \$2. Two-toned strap (to match your new '55 automobile!) State color combinations you desire (allow about a weeks delivery).

